

DAR
PER
LOOK FORWA
RD
WEAR:
CALLI
N THE GUTTER,
BUT SOME OF US ARE LOOKING AT THE STARS
SYD CAN OSCAR WILDE
ADE
HOB

Raleigh Paper



Look!



If everybody looked the same,
we'd be tired of looking at each other.
GROOVE ARMADA

**WE ALL LOOK DIFFERENT.
AND WE ALL LOOK AT THE WORLD DIFFERENTLY.**

TO CELEBRATE THE LAUNCH OF RALEIGH'S BRILLIANT NEW LOOK RANGE OF UNCOATED PAPERS, WE LAUNCHED A LITTLE CAMPAIGN TO EXPLORE HOW WE LOOK AT THE WORLD. > WE SENT SINGLE-USE CAMERAS TO A BUNCH OF UNRELATED PEOPLE SCATTERED ACROSS THE COUNTRY. WE ASKED THEM TO TAKE A FEW SNAPS—OF THEMSELVES AND THE STUFF AROUND THEM—SO WE COULD SEE WHAT THEY LOOK LIKE AND HOW THEY LOOK AT THE WORLD. > WE THEN ASKED THEM TO SEND THE CAMERA TO SOMEONE ELSE, SOMEWHERE ELSE—TO DO THE SAME ... AND THEN PASS IT ON AGAIN ... AND SO ON ... > WHEN THE FILM WAS ALL SNAPPED UP, THE CAMERA WAS SENT BACK TO US FOR PROCESSING AND DOCUMENTING.

Look!



THE WORLD LOOK IS A
VERB AND A NOUN.

IT'S SOMETHING WE DO
AND SOMETHING WE
HAVE. SOMETHING WE
GIVE
AND SOMETHING WE
RECEIVE. IT'S THE WAY
WE SEE

AND HOW THINGS APPEAR
LOOK CLOSELY AT THE
WORLD LOOK AND YOU'LL
SEE A VISUAL.

ON WHAT TO PREPARE—AN OUVI-
LIKE PAIR OF VOWELS
LOOKING OUT AT US.

LOOK IS AN EXCLAMATION.
LOOK YOU! LOOK HERE!
LOOK OUT! LOOK ALIVE!
LOOK SHARPI!

LOOK SMART! WELL, LOOK
WHO'S HERE! LOOK AT YOU!
WHAT ARE YOU LOOKING
AT? TAKE A LOOK AT
YOURSELF!

LOOK WHERE YOU'RE
GOING! NOW LOOK WHAT
YOU'VE DONE!



PER
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08.B. 01
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10.A.06
REPERMITS
REPERMITS
REPERMITS

12

PER MEL BNE
SYD CAN ADE HOB DAR

A LOOK CAN BE A GAZE OR A PEEP, A WINK OR A GLARE, A SQUINT OR A GAWK, A GLANCE OR A STARE. YOU CAN HAVE A LOOK, GIVE A LOOK, GET A LOOK, TAKE A LOOK, THROW A LOOK, STEAL A LOOK OR EXCHANGE LOOKS.



03.C.01
PETER BALD HILLS,
SELF PORTRAIT

01.B.02

01.B.02

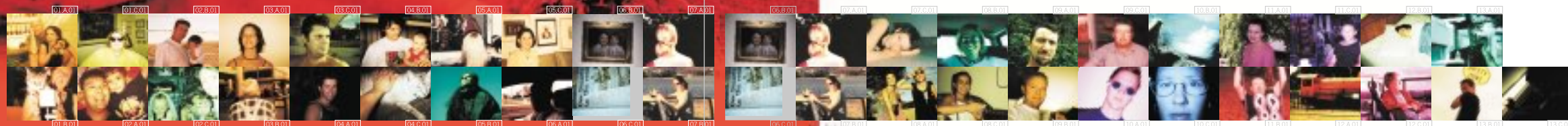
PLE

PEO

CAMERA	01
PERSON	B
PHOTO	02

JUST LOOKING

THIRTEEN 24-EXPOSURE CAMERAS WERE SENT OUT. EACH RECIPIENT WAS ASKED TO TAKE EIGHT SNAPS ON SET TOPICS. > SO, EACH CAMERA MADE IT TO THREE PEOPLE. ALL UP, THIS PRODUCED 39 EIGHT-IMAGE LOOK COMPOSITIONS. 39 DIFFERENT PERSPECTIVES. 39 DIFFERENT WAYS OF LOOKING AT THE WORLD. A TOTAL OF 312 IMAGES... LESS A FEW THAT DIDN'T COME OUT. > SOME OF THE HIGHLIGHTS ARE DOCUMENTED IN THIS BOOKLET—PERFECTLY REPRODUCED ON THE PRISTINE, SUPER-SMOOTH, BRILLIANT-WHITE LOOK STOCKS. ALL OF THE IMAGES CAN BE VIEWED ON THE RALEIGH WEBSITE (WWW.RALEIGHPAPER.COM.AU).



EIGHT THINGS TO LOOK AT...

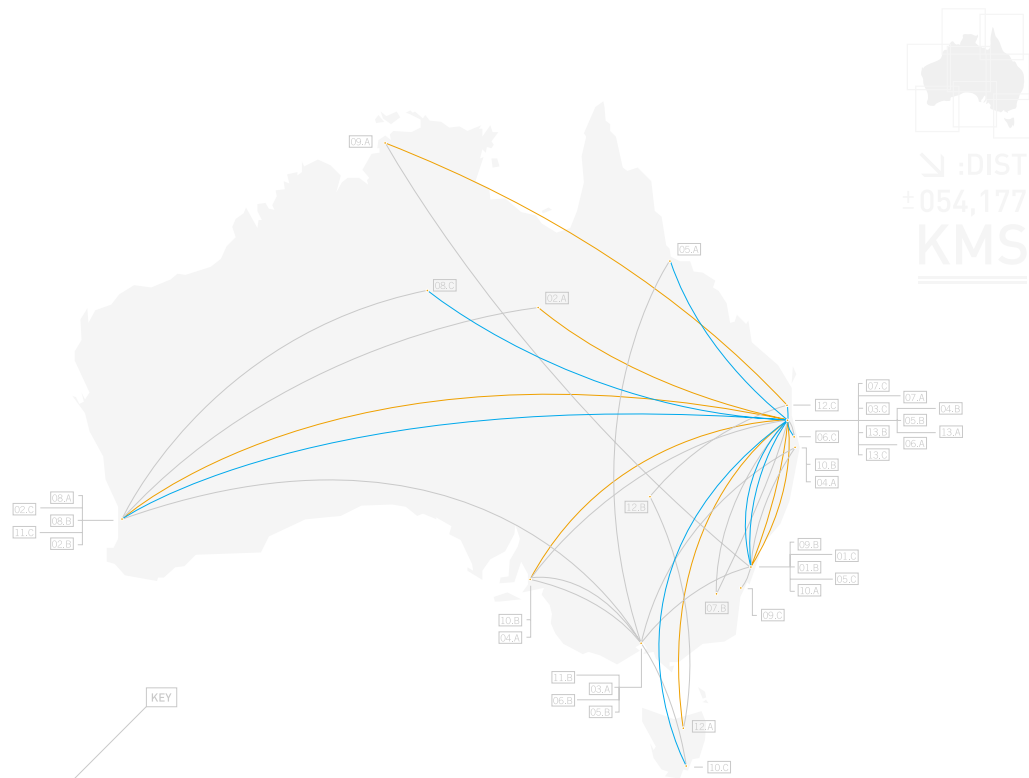
- 01 YOURSELF
However, wherever—as long as it's you in body and spirit.
- 02 WHERE YOU LIVE
A representation of your personal space.
- 03 YOUR STREET, NEIGHBOURHOOD OR COMMUNITY
A representation of your communal place.
- 04 A FAVOURITE PLACE
Your other place—somewhere you like to hang out or escape to.

- 05 A FAVOURITE THING
An object you value—manufactured or from nature.
- 06 SOMETHING GOOD
Something that makes you happy, makes you smile.
- 07 SOMETHING NOT SO GOOD
Something that annoys, angers or upsets you.
- 08 TAKE YOUR PIC
You have one shot left. Make of it what you will.

Something good



What is a face, really?
Its own photo? Doesn't everyone look at himself in his own particular way?
PABLO PICASSO



KEY

OUTGOING
ONGOING
INCOMING

It takes a lot of looking before you learn to see the ordinary.
DAVID BAILEY

DIST
± 054,177
KMS



WHERE THE CAMERAS WENT

The cameras left Brisbane's West End in February 2002. They travelled to every state and territory. They all ambled back over the next month or so.

- CAMERA 01**
a) Kevin, Kings Cross, NSW
b) Judy, Warriewood, NSW
c) Fred, Manly, NSW
- CAMERA 02**
a) Michael, Mt Isa, Q
b) Keith, Kalgoorlie, WA
c) Kim, Boulder, WA

- CAMERA 03**
a) Issey, Elwood, VIC
b) Jonathon, Woodville Park, SA
c) Peter, Bald Hills, Q

- CAMERA 04**
a) Travers, Surfers Paradise, Q
b) Darren, Tarragindi, Q
c) Andrew, Auchenflower, Q

- CAMERA 05**
a) Sarah, North Ward, Q
b) Alison, St Kilda, V
c) Lynette, Potts Point, NSW

- CAMERA 06**
a) Ubi, Everton Park, Q
b) George, Thomastown, V
c) Betty, Burleigh Heads, Q

- CAMERA 07**
a) Ali, Hawthorne, Q
b) Ali, Narrabundah, ACT
c) Lara, New Farm, Q

- CAMERA 08**
a) Niki, Dunsborough, WA
b) Anj, Nedlands, WA
c) Emma, Tennant Creek, NT

- CAMERA 09**
a) Andrew, City Valley, NT
b) Nigel, Summer Hill, NSW
c) Tim, Illaroo, NSW

- CAMERA 10**
a) Rick, Surry Hills, NSW
b) Amber, Lismore, NSW
c) Nikki, Cygnet, T

- CAMERA 11**
a) Belinda, Richmond, SA
b) John, South Yarra, VIC
c) Glauclia, Kalamunda, WA

- CAMERA 12**
a) Jeff, Launceston, T
b) Miranda, Bourke, NSW
c) Lul, Maroochydore, Q

- CAMERA 13**
a) Mike, New Farm, Q
b) Al, Highgate Hill, Q
c) Todd, Paddington, Q

02.B.08
KEITH KALBOORLIE,
"THERE IS NOTHING
EAST OF KALBOORLIE"

All I can do is smile

when I look in my little girl's eyes

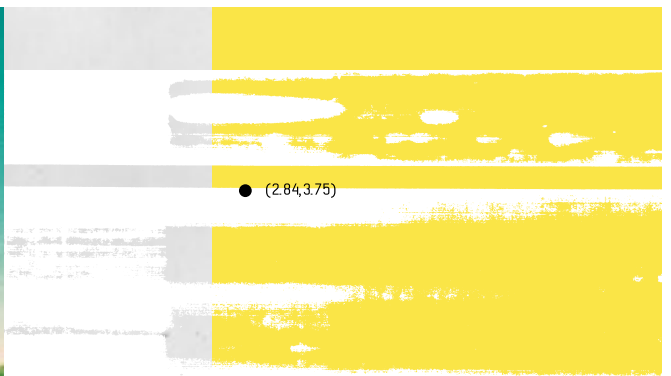
Lenny Kravitz

● (3.93,6.12)

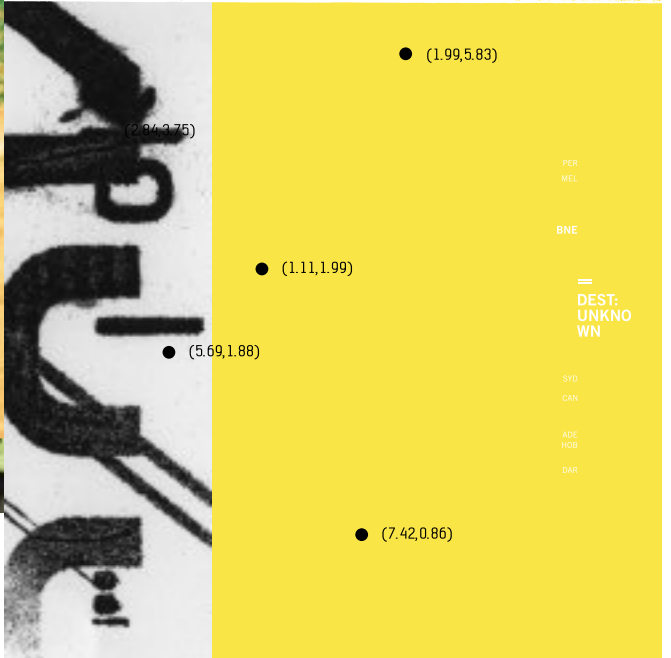
● (3.22,1.07)

when I look into my

little girls eyes



● (2.84,3.75)



● (1.99,5.83)

(2.84,3.75)

● (1.11,1.99)

● (5.69,1.88)

PER
MEL

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SYD
CAN

ABC
HOB
DAR

● (7.42,0.86)

You can look up, look down, look twice, look on, look into, look out, look over, look around, look through, look back, look ahead, look forward, look sideways, look askance, look away. You can look like butter wouldn't melt in your mouth, or look like you just saw a ghost. You can be good-looking or short on looks. You can lose your looks or have no looks in the first place. One day you can look well, look better, look yourself, look your best, look younger than your years, look a picture of health, look great, look a treat, or look a million dollars. You can be looked up and down, looked up to or looked down on. You can look down your nose or look down in the mouth. You can look me up, look me over, or overlook me. You can look me in the eye, look over my shoulder, or look right through me. You can be forward-looking or backward-looking. You can like the look, take a closer look or keep on looking. Look on the bright side and look for the silver lining. Look to the future

146072

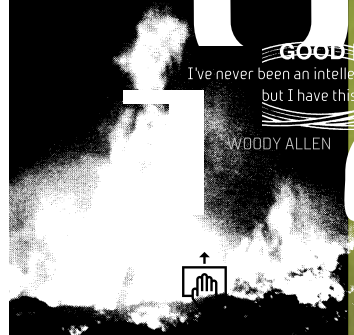


07.B.04
 ALLI, CANBERRA
 FAVOURITE PLACES
 NATIONAL LIBRARY

07.C.07
 LARA, NEW FARM
 NOT SO GOOD
 DAIRY PRODUCTS

02.B.04 01.A.02 01.C.04 10.A.05 02.E.01 16.B.01 02.B.08
 01.C.07 05.A.02 01.A.05 02.C.07 02.E.02 13.A.04
 02.A.07 02.B.02 02.B.02 02.F.04 02.E.02 02.A.01
 02.B.07 02.B.02 02.C.02 02.A.04 13.B.02 04.C.07 04.B.07
 02.A.05 02.B.02 02.A.02 02.B.01

figuration. (Reprint with permission from IFRA)



I've never been an intellectual,
but I have this look.

WOODY ALLEN

look

GOOD FOR A LOT LESS

“ ”

with look

look

YOU CAN LOOK GOOD FOR A LOT LESS WITH LOOK
LOOK IS YET ANOTHER QUALITY PRODUCT FROM THE NORLAND MILL IN GERMANY—A SISTER STOCK TO NOVATECH AND NORDSET. LOOK HAS INHERITED MANY OF THE FINE QUALITIES OF ITS FAMOUS SIBLINGS. > THE ULTRA-SMOOTH, BRILLIANT WHITE LOOK OFFERS EXCELLENT PRESENTATION AND REPRODUCTION. THE SUPER-GALLENDED FINISH DELIVERS DRAMATICALLY SUPERIOR INK HOLDOUT FOR AN UNCOATED STOCK > THERE ARE SIX WEIGHTS AND UP TO THREE SHEET SIZES, AND IT'S A PLEASURE TO WORK WITH—YOUR LASER PRINTER AND PRINT HOUSE WILL BOTH LOVE LOOK > BUT, ABOVE ALL, LOOK REPRESENTS UNBEATABLE VALUE FOR MONEY > LOOK RAISES THE SIGHTS FOR QUALITY, PRINTABILITY AND AFFORDABILITY, WHICH MAKES IT THE PERFECT CHOICE FOR ANNUAL REPORTS, CORPORATE PROFILES, BROCHURES, CATALOGUES, PROSPECTUSES, NEWSLETTERS, POSTERS, STATIONERY... ANY PROJECT WHERE YOU NEED A QUALITY PRODUCT WITHOUT A PREMIUM PRICE > YOU'LL LOOK GOOD FOR A LOT LESS WITH LOOK



116087

12.B.08
MIRACOLA BOUTIQUE
THE HOTEL



08.B.01
ANU NEULANDS
SELF PORTRAIT—
BACK OF THE HEAD



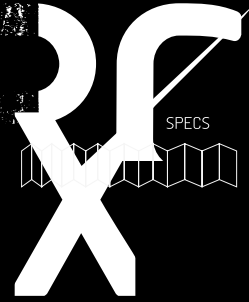


08.E.04
 "LOOKS
 THE PLACE TO FEEL
 THE MOST PRIDE
 WITH MYSELF."



03.E.03
 "WOODVILLE
 NEIGHBOURHOOD"

detachable



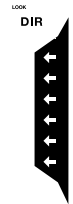
SPECS

- Uncoated
- LOOK creates a new product category for price, printability and quality.
- High ink holdout
- Prints up to 200-line screen
- Wide range of weights
- Excellent value for money
 See how far your budget will stretch with LOOK.
- Excellent environmental credentials
 Nordic Swan Award, Certified by European Commission's Eco-Management and Audit Scheme (EMAS), ISO 14001, Totally Chlorine-Free.
- Archival
 Meets international standards for permanence ISO 9706.
- Laser compatible
 LOOK is compatible with most laser and inkjet printers. (Raleigh recommends testing.)

Weight (gsm)	455 x 650 sheet	650 x 910	720 x 1020*
100	✓	✓	•
110	✓	✓	•
120	✓	✓	✓
150	✓	✓	✓
190	✓	✓	✓
250	✓	✓	✓

* Bold indicates grain direction.

then overlooked.



ONE DAY YOU CAN
 LOOK WELL, LOOK
 BETTER, LOOK
 YOURSELF, LOOK
 YOUR BEST, LOOK
 YOUNGER THAN
 YOUR YEARS.

LOOK A PICTURE
 OF HEALTH, LOOK
 GREAT, LOOK A
 TREAT, OR LOOK A
 MILLION DOLLARS.



10.A.08
 "HILLS
 ALWAYS TAKING
 A SECOND GLANCE."

It's better to be looked
 at than overlooked.

MAE WEST



03B.03
ISSEY ELWOOD LEFT
TO SEE HIS ARTS JUST
DUMPED ON THE
GROUND

